

(b) a second code segment which, when executed on a computer, stores in a storage device a data repository including at least price and quantity data for the featured item;

(c) a third code segment which, when executed on a computer, accepts inputs from prospective buyers in the form of offers for the featured item; and

(d) a fourth code segment which, when executed on a computer, uses the inputs from the prospective buyers to produce a price sensitivity output that provides buyer offers for the featured item across the price data for the featured item in the data repository.

80. The article of manufacture of claim 79 wherein the fourth code segment is configured to produce the price sensitivity output in a graphical format.

REMARKS

Claims 35-80 are pending in the present application. Claims 35-80 have been added in this amendment, and claims 1-34 of the grandparent application 09/281,859 (now U.S. Patent 6,101,484) have been cancelled.

The specification has been amended to claim the benefit of the priority date of the parent application 09/519,023, which itself claims the benefit of the priority date of the 09/281,859 application.

The claims do not constitute the addition of new matter and full support may be found within the disclosure as originally filed. For example, the various business goals that may be approached through use of embodiments of the instant invention are discussed, among other places, at page 2, lines 1-21 and page 4, lines 1-29.

Entry of the above is respectfully requested. An early and favorable examination of the application on its merits is earnestly solicited. The Examiner is encouraged to

contact the undersigned by telephone to discuss the application, if desired. If the Examiner notes any informalities in the claims, he is encouraged to contact the undersigned to correct expediently any such informalities by telephone.

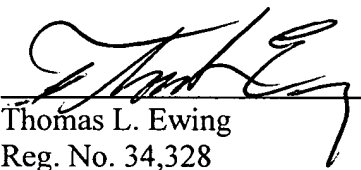
In light of the foregoing remarks, the Applicants respectfully submit that all pending claims are allowable. Accordingly, the Applicants respectfully request the Examiner to timely allow all pending claims.

The Commissioner is hereby authorized to charge any underpayment of the following fees associated with this communication, or credit any overpayment to Deposit Account No. 03-3117.

Cooley Godward LLP
Attn: Patent Group
Five Palo Alto Square
3000 El Camino Real
Palo Alto, CA 94306-2155
Tel: (650) 843-5000
Fax: (650) 857-0663
TLE:dm

Respectfully submitted,

COOLEY GODWARD LLP

By: 
Thomas L. Ewing
Reg. No. 34,328